

WHCOA Topic Area: Our Community
Education and Advocacy “No Senior Overlooked” Campaign

Overview of Current Issue Status: There is an array of services at the federal, state and local levels designed to meet the needs of seniors including transportation, housing, health care and income support. The aging network throughout the United States informs and advises seniors about services and programs in all areas of life and the Area Agencies on Aging are the primary access point for information and assistance for seniors and their families and caregivers.

Challenges: Due to the ever-growing senior population there is a need to bridge the knowledge gap between seniors’ needs and the information to help them meet their needs. New programs, such as the federal pilot projects of the Aging and Disability Resource Centers (ADRCs) in Maryland, called Maryland Access Point, are overwhelmingly supported by advocates for seniors and people with disabilities, need to be expanded.

Resolution:

Develop a national marketing campaign in the Older Americans Act to increase the visibility of the Area Agencies on Aging and the services they provide for older adults, including Senior Information and Assistance and Senior Health Insurance Assistance Program (SHIP).

Develop an Elder Care Locator Campaign with public services announcements (PSAs) and print information in all mailings from the Social Security Administration.

Create a separate title in the Older Americans Act, with funding to expand the ADRC as a permanent, nationwide program.